

HOW-TO: CRAB, YOU'RE IT! (Lights Out Game)



PURPOSE: To increase the number of lights being turned off in unoccupied workspaces during business hours.

- Step 1. Acquire management level support.
- Step 2. *Optional*, select campaign team to help with campaign administration.
- Step 3. Purchase roughly 1 crab per two people
 - ◇ *Alternative*: print, cutout, and laminate double-sided "Instructions Card" found on website.
 - ◇ Print multiple copies of page 2 of "Instructions Card" and attach to crab.
- Step 4. Identify locations of "Crab Shacks" or stockpile
 - ◇ Majority of employees should have access to stockpile within close proximity (distribute several shacks throughout office)
 - ◇ *Optional*: Do not place in public/customer areas
- Step 5. Email sent to all employees from management to express support (*see 'Email Communication' for example email content*)
- Step 6. Email roll-out with Game instructions (*see "Email Communication"*)
- Step 7. Mass crabbing by campaign team
 - ◇ Campaign team conducts walk through of workspace, noting unoccupied workspaces with lights left on
 - ◇ 15 minutes later, walk by those noted workspaces again
 - ◇ Leave crab on desk if workspace is still unoccupied with the lights on
- Step 8. Sit back and play along, game was designed to be grassroots and self-sustaining



Measuring Success (*optional but encouraged*)

- ◇ Prior to campaign roll-out, conduct a baseline audit
 - ◇ Obtain blueprint or layout of workspace
 - ◇ Walk through marking workspaces/common areas that have lights on
 - ◇ Conduct after business hours—request security escort to gain access to all areas
 - ◇ Conduct another daytime audit—repeat walk through after 15 minutes to see if occupants have returned to those spaces marked unoccupied with lights on
- ◇ Set goals in regards to behavior
- ◇ Conduct follow-up audits following campaign conclusion (1 week, 1 month, 6 months)
 - ◇ Was the goal met?
 - ◇ Is the behavior being maintained long term?

For more information, please contact:

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